



The Write Way

*How to tell effective and impactful
early childhood stories*



FIRST THINGS FIRST

Ready for School. Set for Life.

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INSPIRE



ENERGIZE

ACTION

Which Story Should You Tell?



A story should...

demonstrate impact

How do you know it's a success?

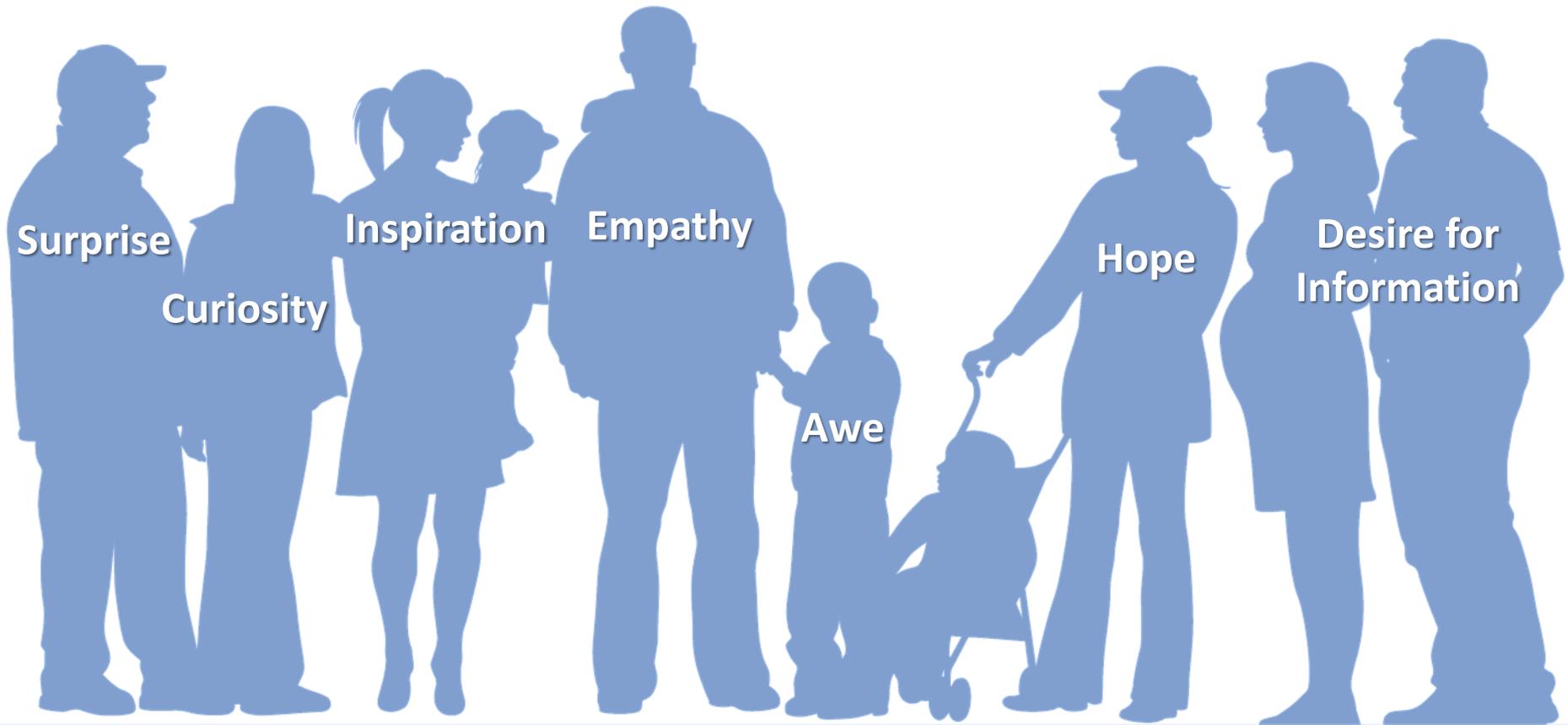
- New
- Trends/Patterns
- Unusual/Strange
- Success
- Beginning
- Ending

A story should...
fit your organization

A story should...

be personal and emotional

How do you want your audience to feel?



A story should...
have a clear purpose

Collecting The Story



The interview: **Before**

The interview: **During**

Ask for stories, not answers

Instead of...

- How are you?
- How was your day?
- Where are you from?
- What do you do?
- What line of work are you in?

Try...

- What's your story?
- What did you do today?
- What's the strangest thing about where you grew up?
- What's the most interesting thing that happened at work today?
- How'd you end up in your line of work?

<http://ideas.ted.com/2014/07/28/how-to-turn-small-talk-into-smart-conversation/>

The interview: **After**

Capturing Moments













Baby Brain Box
CLASSICS 1



“Make Me Care”





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**Thank You For Your
Participation!**

*For support, contact:
community@azftf.gov*

